



KSHB-TV

Print Date: 10/26/12

Page 2 of 3

Contract / Revision **316044** Flight Dates **10/27/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser **Spence / Republican / Gov** Product **Spence for MO Governor 2012** Estimate # **C27C29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	10/29/12	10/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$40.00		0.00			
N 4	KSHB	10/29/12	10/30/12	M-F 12-1p M-F 12-1p	CM	12-1p	1-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$60.00		0.00			
N 5	KSHB	10/29/12	10/30/12	M-F 1-2p M-F 1-2p	CM	1-2p	1-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$50.00		0.00			
N 6	KSHB	10/29/12	10/30/12	M-F 2-3p M-F 2-3p	CM	2-3p	1-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$60.00		0.00			
N 7	KSHB	10/29/12	10/30/12	M-F 3-4p Jeff Probst show	CM	3-4p	- 1-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1-----					1	\$50.00		0.00			
N 8	KSHB	10/29/12	10/30/12	M-F 4-430p Jeopardy	CM	4-430p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$350.00		0.00			
N 9	KSHB	10/29/12	10/30/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MT-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					1	\$550.00		0.00			
N 10	KSHB	10/29/12	10/30/12	Today Show Today Show	CM	7-9a	MT-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					1	\$750.00		0.00			
N 11	KSHB	10/29/12	10/30/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	1-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$40.00		0.00			
N 12	KSHB	10/27/12	10/28/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$50.00		0.00			
N 13	KSHB	10/29/12	10/30/12	M-F 430-5p Action News @ 430PM	CM	430-5p	1-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$325.00		0.00			
N 14	KSHB	10/29/12	10/30/12	Nightly News Nightly News	CM	530-6p	MT-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					1	\$1,200.00		0.00			
N 15	KSHB	10/27/12	10/28/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00		0.00			



KSHB-TV

Print Date: 10/26/12

Page 3 of 3

Contract / Revision **316044** Flight Dates **10/27/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser **Spence / Republican / Gov** Product **Spence for MO Governor 2012** Estimate # **C27C29**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KSHB	10/27/12	10/28/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
N 16	KSHB	10/29/12	10/30/12	M-F Late News M-F Late News	CM	10-1035p	MT-----	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$1,300.00		0.00			
N 17	KSHB	10/29/12	10/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	MT-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$1,100.00		0.00			
N 18	KSHB	10/29/12	10/30/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$4,500.00		0.00			
N 19	KSHB	10/27/12	10/28/12	Saturday Prime A Saturday Prime A	CM	7-8p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$350.00		0.00			
N 20	KSHB	10/27/12	10/28/12	Saturday Prime B Saturday Prime B	CM	8-9p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$350.00		0.00			
N 21	KSHB	10/27/12	10/28/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$350.00		0.00			
													Totals	21	\$12,025.00